

image of a display advertisement; image files, including images of full-size display advertisements and corresponding reduced-size preview images; and browser-readable code representing a web page, wherein the web page has at least one link to an image file and wherein the corresponding reduced-size preview images have been produced by the application of an anti-aliasing filter to the full-size display advertisements.

Claim 9, rewrite as Claim 9 (amended) as follows:

9) (amended) A method of preparing an on-line news publication via an electronic publishing system in a computer, the method including the steps of: collecting advertiser digital copy from a print media source; creating, using an image size reduction operation that includes an anti-aliasing filter, a reduced-size preview image of the advertiser digital copy, wherein at least one dimension of the preview image is determined in accordance with a predetermined size; associating text-based content with the preview image in a web page, wherein the preview image is a selectable object that is linked to a full-size image of the advertiser copy; and publishing the web page.

Claims 13-20 cancel.

Claim 21, rewrite as claim 13 as follows:

13) An [advertisement] on-line news publication produced by the method of claim [1]9.

REMARKS

Applicant has rewritten the claims to define the invention more particularly and distinctly so as to overcome the technical rejections and define the invention patentability over the prior art.

Claims 1, 9-11 and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable by Reilly et al. US Patent No. 5,740,549 issued 04/14/1998 file 06/12/1995 (hereinafter '549), in view of Mitchell et al. US Patent No. 5,963,966 issued 10/05/1999 filed